

R. J. REYNOLDS

Tobacco Company

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Mr. John Olenick

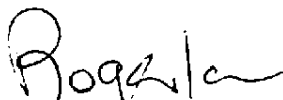
SUBJECT: THE MERCHANDISER

Dear John:

Attached find writeup and pictures from the Cleveland Division which I feel warrant publication in the next issue of The Merchandiser.

Thanks in advance for your help.

Sincerely,



R. C. Farmer
RCF:am

Attachment

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"CLEVELAND HITS "THE LOTTO"

Sales Representatives in the Cleveland Division hit the Lotto (Camel - that is!) in a recent retail blitz. Placements of Camel Cash Lotto POS and PDI pieces, in conjunction with a Local Performance PDI contest, resulted in RJR "winning the war" in Cleveland stores.

ASR T. A. Pollock hit the jackpot by placing over 180 pieces of PDI along with 4 "Y" signs. SR C. M. Cole was another big winner with over 200 pieces of PDI along with 2 Preferred Presence signs. ASR's R. L. Odum and R. J. Mandolin, claimed their share of the winnings by each selling over 160 placements of PDI pieces. Mandolin's placements included 7 "Y" signs, gaining excellent exposure for the Camel Cash Lotto program.

"Lotto Fever" was evident everywhere in SRT S. G. Whay's assignment. Whay placed 115 pieces of PDI and a jackpot record 10 "Y" /Preferred Presence sign placements. Overall, the Division placed over 1000 PDI items.

However, the biggest winners in the Cleveland market are RJR's Camel, Winston and Salem brands. The biggest losers?? Just ask the competition, reports T & D Manager, Bob Dobrowolski.